

REUSABLE ONLINE SURVEY ENGINE

Abstract

5 A computer system, method, and computer-readable medium for conducting an
online survey including one or more questions are provided. A survey database contains
the survey questions and data identifying the type of input field that should be provided
for responding to each question. When a request is received for a network resource
referencing the online survey, the contents of the survey database are utilized to generate
the online survey. The survey questions are maintained in the survey database separately
from the application code for displaying the survey questions. Only the questions in the
10 survey database need to be modified to provide a new survey. The application code for
generating the survey is generic to all surveys and does not need to be modified.